

ENHANCING THE SERVICE QUALITY AS A STRATEGY OF
MAINTAINING COMPETITIVE POSITION
IN MALAYSIAN TELECOMMUNICATION INDUSTRY;
A FOCUS ON TELEKOM MALAYSIA BERHAD
GAJAH BERANG, MALACCA.

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OCTOBER 2001

LETTER OF TRANSMITTAL

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29 September 2001

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Dear Puan,

RE: SUBMISSION OF APPLIED RESEARCH PROJECT PAPER

Enclosed here is my project paper as entitled Enhancing the service quality as a strategy of maintaining competitive position in Malaysian Telecommunication Industry; A focus on Telekom Malaysia Berhad Gajah Berang, Malacca.

With the submission of this project paper, I hope that it will meet the requirement and expectation of the course.

I would like to express my gratitude and thanks for all the guidance and assistance in completing of this project paper.

Thank you,

Yours faithfully,



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ABSTRACT

Although service quality and customer satisfaction is related concepts, they are not exactly the same things. The customer's perception about service quality is based on long term, cognitive evaluations of TMB's service delivery, where as customer satisfaction is a short term emotional reaction to a specific service experience. Before TMB's customers purchase a service, they have an expectation about service quality that is based on individual needs, past experience, worth of mouth recommendation and also a TMB's advertising.

Service is also essential that the company look at it as the distinguishing aspect of what they do. It is really important to the company that can set them apart from their competitor. This research is about Enhancing the service quality as a strategy of maintaining competitive position in Malaysian Telecommunication Industry; A focus on Telekom Malaysia Berhad Gajah Berang, Malacca. With the research that has been done, it is able to provide TMB's employees with the useful of information to improve their service quality in order to give a maximum satisfaction towards their services.

A set of 50 questionnaires were distributed to the respondents which are currently used the Telekom Malaysia Berhad' services. This survey are conducted at TMB Gajah Berang, Malacca and it is about twenty-seven of questions in a questionnaires form were asked to the respondents to gather an accurate information.

All this information is analyzed and majority of them are said that the service is not match with their expectation and the company still need to enhance their service quality. Moreover, from the survey, it shows that TMB as a telecommunication service provider should find out an alternative to make improvement from time to time.

The researcher also wishes that all the recommendations would help the company to generate an idea to determine the new strategy to be implement in future.